



**WEWS**

# ORDER

Flight Dates **09/28/12-10/04/12**

Contract / Revision      **300767 /**

Original Date / Revision  
09/28/12    09/28/12

Advertiser **NRCC IE**

Agency    **National Media Inc**

Buying Contact

**815 Slaters Lane  
Alexandria, VA 22314**

Product  
**NRCC IE 2012**

Agency Com    15%

Billing Contact  
**815 Slaters Lane  
Alexandria, VA 22314**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **2601 - TV Sep 28-Oct 4**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A35-64

Rev Codes      POL      POL      PARTY

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %	Market Value
Competing Station	% of Order      Amount
CABLE	%
UNKWN	100%
WBNX	%
WDLI	%
WEAO	%
WGGN	%
WJW	%
WKYC	%
WMFD	%
WOAC	%
WOIO	%
WQHS	%
WUAB	%
WVIZ	%
WVPX	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	7	\$21,590.00	\$25,400.00	0.00	08/27/12	09/30/12	7	\$21,590.00	\$25,400.00
October 2012	26	\$25,160.00	\$29,600.00	0.00	10/01/12	10/04/12	26	\$25,160.00	\$29,600.00
<b>Totals</b>	<b>33</b>	<b>\$46,750.00</b>	<b>\$55,000.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WEWS	09/28/12	10/04/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$550.00		0.00						
Week:		10/01/12	10/07/12	MTWT---	4		\$550.00		0.00						
2	WEWS	09/28/12	10/04/12		CM	7-9a	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	5	\$3,000.00



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Hiatus Dates

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Order Sep    00:20:00

Advertiser    **NRCC IE**      Product **NRCC IE 2012**

Estimate #    **2601 - TV Sep 28-Oct 4**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F GMA 7-9a											
				M-F GMA 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$600.00		0.00			
Week:		10/01/12	10/07/12	MTWT---					4	\$600.00		0.00			
3	WEWS	09/28/12	10/04/12	M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$550.00	P-2	0.00	NM	3	\$1,650.00
				M-F 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$550.00		0.00			
Week:		10/01/12	10/07/12	M-W----					2	\$550.00		0.00			
4	WEWS	09/28/12	10/04/12	M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
				M-Su 630-7p WNT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$2,000.00		0.00			
Week:		10/01/12	10/07/12	M-W----					2	\$2,000.00		0.00			
E 5	WEWS	09/29/12	09/29/12	SA 7-8p Rotation	CM	7-8p	-----S-	:30	1	\$1,300.00	P-1	0.00	NM	0	\$0.00
				SA 7-8p Rotation											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$1,300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	09/24/12-09/30/12		SA 7-8p Rotation		7-8p	-----Sa--	:30		<del>(\$1,300.00)</del>		0.00	NM		
See MG 10.4,10.5															
[7-8p is Ohio State post game show]															
6	WEWS	09/28/12	10/04/12	M-F 7-730p	CM	7-730p	MTWTF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
				M-F 7-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
Week:		10/01/12	10/07/12	MT-T---					3	\$1,000.00		0.00			
7	WEWS	09/28/12	10/04/12	M-F 730-8P	CM	730-8p	MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
				M-F 730-8P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,000.00		0.00			
Week:		10/01/12	10/07/12	MTWT---					4	\$1,000.00		0.00			
8	WEWS	09/29/12	09/29/12	OSU Football	CM	12p-1130p	-----S-	:30	1	\$20,000.00	P-2	0.00	NM	1	\$20,000.00
				Ohio State Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$20,000.00		0.00			
9	WEWS	09/28/12	10/04/12	M-SU 11-1135P Late New	CM	11-1135p	MTWTFSS	:30	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
				M-SU 11-1135P Late New											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
Week:		10/01/12	10/07/12	MTWT---					4	\$2,400.00		0.00			
E 10	WEWS	09/28/12	10/04/12	M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	4	\$4,000.00
				M-F 1135p-1202a Nightlir											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$900.00		0.00			



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Order Sep    00:20:00

Advertiser    **NRCC IE**      Product **NRCC IE 2012**

Estimate #    **2601 - TV Sep 28-Oct 4**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 10	WEWS	09/28/12	10/04/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	4	\$4,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		09/24/12	09/30/12	----F--	1		\$900.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WEWS	09/24/12-09/30/12		M-F 1135p-1202a Nightline		1135p-1207x	-----F----	:30		<del>(\$900.00)</del>		0.00	NM			
See MG 10.4,10.5																
[na]																
4	WEWS	10/01/12-10/04/12		M-F 5-6p News		5-6p	MTWTh-----	:30		\$1,500.00		0.00	NM			
Ⓜ MG for 10.1,5.1																
5	WEWS	09/24/12-09/30/12		Sa 6a-8a News		6-8a	-----Sa--	:30		\$700.00		0.00	NM			
Ⓜ MG for 10.1,5.1																
Week:		10/01/12	10/07/12	-T-T---	2		\$900.00		0.00							
														Totals	33	\$55,000.00